



Thank you for joining in the excitement of the first ever *Over The Edge For Brain Injury* event in Sacramento. We would like to help you achieve the minimum fundraising goal to secure your rope at the event. Follow these 6 easy steps and you will be well on your way!

BIACAL encourages you to set a higher goal than \$1,500 as you will receive greater incentives once you surpass the minimum requirement. To achieve a higher fundraising goal, start fundraising early and continue communicating with your potential donors up until the date of the event.

BIACAL's online registration allows you to initiate emails to your family, friends, co-workers and link to your social media to further facilitate your fundraising efforts. Below are basic guidelines to follow:

## RAISING \$1,500 IN 6 EASY STEPS

### 1. GET THE WORD OUT

You have registered to rappel down a 16-story building to support the programs and services of the Brain Injury Association of California. Spread the word by telling everyone about your desire to go *Over The Edge For Brain Injury* and encourage others to donate to a cause that affects more than 33,000 Californians each year. Emails generated from our online registration site and fundraising page will enable you to access your contact list to send direct emails and also link to your social media accounts. We suggest sending out several email blasts throughout the process and our system will even allow you to schedule your messages in advance. By staying in touch with your donors, you can keep them updated on your progress.

### 2. THE SKY IS NOT THE LIMIT

Set your fundraising goals higher than the minimum of \$1,500. Fundraising data indicates that the majority of people who participate in fundraising events in support of individuals with special needs will achieve donations that exceed their minimum goal. Most people have a connection to someone who has sustained a brain injury, whether it was caused by trauma, including but not limited to, a concussion, fall, auto accident, assault or acquired through a stroke, aneurysm, tumor or other means. If you have a connection to brain injury or simply want to participate in a unique and exciting event to check off your bucket list, be specific in your appeal for donations and you will see just how generous donors are when they believe in the cause.

### 3. MAKE A SELF DONATION

Sometimes, getting your first donation is the hardest. When you register for the *Over The Edge For Brain Injury* event, you have already made a \$50 contribution towards your goal. Your commitment to our mission will inspire others to take action. Below are some suggestions to help you achieve your minimum goal:

1. Register – it all begins with you	\$50
2. Ask 10 family members to donate \$50 each	\$500
3. Ask 20 friends to donate \$25 each	\$500
4. Ask 10 co-workers to donate \$25 each	\$250
5. Ask your boss or company to contribute \$125	\$125
6. Ask 5 neighbors to donate \$15 each	\$75
<b>Total:</b>	<b>\$1,500</b>

#### 4. ASK YOUR EMPLOYER ABOUT MATCHING GIFTS

Did you know that your donation could be doubled without costing you a dime? Many companies have programs that will match the amount you give to the Brain Injury Association of California, effectively doubling your donation. Ask your manager about your company's matching fund program. BIACAL's Tax ID Number is 06-1763632. If your employer requires additional information, please contact Paula Daoutis, Executive Director, at [pdaoutis@biacal.org](mailto:pdaoutis@biacal.org) or by phone at (661) 873-6555.

If your company has a matching fund program, be sure to provide your donation amount to them as soon as possible so they can help you achieve your goal. BIACAL will provide verification of your donation, a W-9 Form and other required documentation as requested by your employer. Please email [pdaoutis@biacal.org](mailto:pdaoutis@biacal.org) or call (661) 873-6555 to request information. *NOTE:* It can take several months to receive matching fund donations so be sure to inquire about the option immediately following your donation.

#### 5. TELL YOUR STORY

Customize your personal fundraising page by including a photo and story to tell donors why YOU want to rappel down 16 stories and help the Brain Injury Association of California. It's the personal touches that will be the difference between a \$50 and a \$100 donation.

#### 6. YOU ARE WHAT YOU SHARE

It is safe to assume that you have one or more social media accounts and that you are actively posting or reviewing posts from your friends. Why not use those networks to help you raise funds to help you achieve and exceed your goal. Our online registration / donation system will easily link to your social media networks so don't forget about this option when you are soliciting donations.

### FUNDRAISING INCENTIVES:

Set your sights high and raise funds to achieve the following incentives:

- \$1,500 – Rappel down 16 stories of the Residence Inn by Marriott at Capitol Park in Sacramento.
- \$2,000 – A photo of you as you step *Over The Edge*. The photo will be sent to your cell phone before you set foot on the ground. You will be able to share your photo as soon as you retrieve your phone.
- \$3,000 – You will qualify to wear a Go-Pro camera mounted on your helmet to record your rappel.
- \$5,000 – If the donations you solicit reach this amount, your name will be entered into a drawing for a trip for two. (Destination to be determined).

